

WHTM/abc27

Commitment to Localism

Local News

- WHTM/abc27 is a leader in news communication both on-air and via the web. WHTM employs more than 70 people who are specifically focused on researching, gathering and reporting local news relevant to viewers in the Harrisburg, York, Lancaster, Lebanon television market. Our local production of more than four hours of news a day is the core product of WHTM TV. Our goal is to be the premiere source of information within our region. In addition to our Harrisburg studio, we have two additional remote newsrooms in York at The York Dispatch and The Galleria Mall. We also operate a remote bureau in Carlisle at The Sentinel newspaper. We have invested in the people and live technology to immediately bring breaking news and information to our viewers 24 hours a day/7days a week as necessary.
- WHTM's website serves as a companion to our on-air product. We use this site as an invaluable resource to provide additional information on a wide range of stories from urgent safety news to consumer and medical news. We go so far as to post stories about local animal adoptions, and most recently, storm victim aid and community clean-ups. We can provide more depth and text information via the website. We additionally use this resource as a gateway to communicate and solicit opinions and response from our audience. We are now adding a video enhancement to allow viewers to see some reports in real streaming video on the web.
- WHTM does not regularly schedule editorials in our local newscasts; we serve to create a rich, diverse set of voices by assuring that we reach out to all parts of our community from penthouse to the homeless shelter. Many voices create valuable dialog on abc27 news.
- WHTM is proud to have the first TrafficCam Network in the market, with 10 stationary cameras strategically placed at high volume areas around the mid-state.

Local Public Affairs

- WHTM's newscasts are highly public affairs oriented. We search out and report on the critical issues facing our region and its citizens. Whether it be politics, urban development, suburban sprawl or the future economic vitality of our region, abc27 news is there to shed light and help the public be involved in making powerful decisions.

- WHTM additionally takes the time to be a sounding board for our community by regularly soliciting viewpoints on a variety of subjects. We routinely schedule special public affairs programming. A recent example would include a one-half hour primetime program focused on Central Pennsylvania's World War II heroes. We aired this local special in conjunction with the opening of the new WWII monument in Washington.

Emergency Programming

- There are too many occurrences of emergency programming to detail in full. The most recent example of this core product came just weeks ago when Hurricane Ivan caused the Susquehanna River to flood over its banks in Harrisburg. WHTM abc27 delivered more live reports warning people first of the potential tornadoes accompanying this wicked weather system. We routinely deliver wall-to-wall coverage during tornadic outbreaks. We received specific viewer e-mail thanking us for our warnings and radar showing various storms' paths this summer. In some cases, our warnings allowed people the time to get to safety. We stayed with the coverage during Ivan to allow people to track the rising waters.
- WHTM's investment in ENG/weather forecasting equipment is the core of our product. We have three microwave trucks assigned to cover our region. We also have a mobile KU digital satellite truck that allows us to travel and go live anywhere in our region or North America. Our remote newsrooms in York and Carlisle also have full live capability. We additionally maintain microwave receives across the Northern and Southern Tiers of our region.
- Weather is the most important product we provide. WHTM has a state of the art forecast center utilizing the highest power Doppler network available. This system, in conjunction with our stormtracker radar allow us the ability to track and forecast the path of severe weather, We instantaneously deliver weather warnings to air during critical events. Our exclusive weathernet system allows our team of four forecasters/meteorologists to interpret real time data.
- WHTM participates in AMBER or EAS We immediately transmit critical Amber information via Amber Alert.

Political Programming

- For more than the last decade, WHTM has placed a priority as a free-over-the-air broadcaster on the critical role we play in the democratic process. We offer free air-time to all federal candidates within our prime viewing area. We additionally offer that airtime during primaries and general elections to statewide candidates. We routinely run candidates unedited 1:30 messages following our morning, noon and late evening newscasts.

On rare occasions a candidate will elect not to take advantage of the opportunity.

- WHTM is proud to provide airtime for local political debates. Three such debates were broadcast this year on April 3rd from 7-8P and on October 3rd and 10th from 10-11A and featured candidates running for a seat in the U.S. Senate. A fourth debate, between candidates running for the 17th Congressional district is scheduled for October 24th.
- WHTM performs extensive coverage of the political campaign at a local level. Our news content is driven by the issues and the candidates responses to the issues. We deal directly with issues ranging from the U.S. Senate down to local township management and concerns. Additionally we air one-hour debates on major political battles such as the US Senate race in Pennsylvania.
- WHTM's local newscasts are dominated this year by local campaign events. We routinely seek out and report on the candidates and the candidacies that touch our viewers. In terms of conventions, we use local political analysts and freelance video input to deliver the workings of the Pennsylvania Delegation to our audience.
- WHTM dedicated special segments within our newscasts to reminding people of the deadline to register for any election. Most recently we showed not only how easy it is to register, but our reporter also demonstrated with a stopwatch how the process took less than a few minutes to execute.
- Vote 2004 provides county-by-county election information on our website including candidate mini-bios and thumbnail photos. Various links provide information on voter registration, local polling locations, etc. The station produced 'Vote 2004' public service announcements featuring WHTM talent. Four different versions were produced (:30 :20, :15, :04).

Creating and Selecting Programming

- In addition to our three 1-hour political debates, WHTM has aired a number of special events. So far in 2004 we aired 2 mini-telethons for United Cerebral Palsy (1/20, 1/22); a 2-hour telethon for the Leukemia & Lymphoma Society (3/11); a local Hershey Bears hockey game (4/10); the Big 33 Championship football game (7/24); the Gittlen Memorial Golf Tournament (8/21, 8/22) that benefits cancer research; the Penn State Preview Special (9/11) and a special saluting World War II veterans, PA Patriots (9/14).

Civic, Cultural and Other Community-Responsive Programming

- WHTM's news coverage is broad in scope and wide-ranging in its appeal. We make a concerted effort to assure that every aspect of our coverage, whether it is news, health or consumer, considers the diversity of our region.
- How does one begin to describe coverage of our local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events? These are the events that define abc27 news. They are what makes us a local station. We believe that by being a part in not only covering the events, but participating and helping sponsoring many of these events, we can help bring about a better community.
- We have modified the construction of our staff and newsroom to provide beat assignments focused on coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues. We have a full time consumer reporter and a dedicated health reporter to focus on these issues. A great example would be helping our audience avoid being scammed following a major flood. Our health reporter focuses on important health and safety information with a local perspective. If a major drug recall occurs, or a flu vaccine shortage arises, we are there to help direct people to real alternatives. All our reports focus on news you can really use.

Station Participation in Community Activities

- WHTM has teamed up with PNC Bank to recognize the importance of our youth with our *Grow Up Great* campaign. We are committing more than fifty-two stories this year, aired on multiple newscasts dedicated to helping children from birth through age 5. The segments deal with a very broad array of topics such as Head Start advantages, reading to your children, proper preschool fitness and diet. It is our goal to help equip and empower parents to raise brighter, healthier, well adjusted children.
- As you can see from our *Grow Up Great* concept, education is a foundation pillar in our coverage plan. We routinely assign story selection to critical education issues. We have devoted endless hours to the identification of critical problems within area school districts and documented the efforts made to help turn failing districts around. We routinely work with parent organizations to immerse our reporting in the critical discussions concerning the future of education in the Commonwealth Of Pennsylvania. Rarely a day goes by that we do not devote a portion of our coverage to the future of education.
- WHTM's Annual Family Fun Fair is held in January and is build around providing safe and wholesome entertainment at no cost to areas families.

Held at a local mall, this past year's event drew over 25,000 people to the mall, and was the mall's largest non-holiday Saturday of the year. A regular schedule of stage acts are provided, including magicians, musicians and story tellers. Abc27 personalities appear to meet and greet the many fair-goers. Balloons and gifts are provided for kids. It is one of WHTM's highlights of the year and puts us in direct contact with a large portion of our audience.

- On February 11, 2004, abc27, together with ABC, hosted a party at Penn State Children's Hospital for sick children and their family members. abc27 provided pizzas, six foot subs and drinks to families whose children were in the hospital. We also helped children with a Valentines craft and on behalf of ABC, provided Disney video's, DVD's, books and toys for the unit.
- During August 2004, abc27 together with The Patriot News sponsored the Erase Hunger Food Drive. The food drive raised 10,303 pounds of food and \$413. The drive is designed to make sure no kids go to school hungry at the beginning of the school year. The Central Pennsylvania Food Bank serves 27 counties and provides food to more that 47,000 people every week. The donations amounted to 750,000 meals.
- Beginning in August, abc27 joined forces with the local American Red Cross to help their Disaster Relief Fund. What began as a drive to help hurricane victims in Florida hit home when Central Pennsylvania was devastated by flooding. The drive continues and to date abc27 has received over \$3,000 in donations.
- abc27 helped support the Cow Parade Harrisburg 2004 sponsored by Whitaker Center for Science and The Arts with in kind promotion and sponsorship of a painted cow. The event raised over \$50,000 that will be distributed to over 40 non profit organizations.
- Another major success to date in 2004 was sponsorship of the Diabetes Tour De Cure. Over \$110,000 was raised by cyclists from across Central Pennsylvania. abc27 gave the event heavy promotion beginning in January through the event in June.

Here are some examples of community events that WHTM was involved with in 2004:

January 2004	Family Fun Fair
March 13	Harrisburg Saint Patrick's Day Parade
	York Saint Patrick's Day Parade
March 11,12,13,14	Pennsylvania Garden Expo

April 4	Volunteers of America Annual Capitol Egg Hunt and Book-A-Rama
April 18	Big Brothers Big Sisters Media Bowl
May 15	Lancaster Sertoma Chicken BBQ
May 15	Armed Forces Day
May 22	Diabetes Tour De Cure
May 29, 30, 31	Harrisburg Artsfest
June 26	Curiosity Festival at The State Museum
July 10	Harrisburg Invasion
July 14	YMCA Harrisburg Smith Barney Mile
July 24	Family Festival Lancaster
September 3,4,5	Kipona
September 18	Fun, Fit and Fabulous
October 2	Literacy Festival/Breast Cancer Walk
October 9	Alzheimers Memory Walk